

# Inspire

June 2011

Sherpac Newsletter



This year has been going by so fast! We have all been very busy in the last few months, so luckily we have hired two new very helpful people; welcome Hayden & Kelly. Hayden's role is customer support and Kelly is our new retail sales specialist. We are thrilled to have them both join the team.



Hayden

Kelly

In March we had a great showing at the **Autumn Gift Fair**, while there we launched the fabulous **'Eco Range - Curtis Bag Offer'** below. We also met some fascinating retailers, with some great ideas, it will be great to work with them.

In April we attended the NZCRA **Barista Championship Final**, we really enjoyed all of the events and catching up with some of our coffee customers. We're already looking forward to next years competition.

You will also get to read about the **'Sherpac Skipaletto's'** our skipping team which was formed for the Heart Foundation's Skip Work programme.

Also in this newsletter you will get a sneak preview of some of our latest designs and a **travel update** from Grant's trip to Taiwan and Hong Kong.

Enjoy settling into the winter, and remember to like us on facebook!

**Michelle Lamberton**  
Sales Manager



Our latest work features the Ozone Coffee Roasters 250g Bag. Its a stunning bag which has a Kraft paper effect printed onto one of our high barrier laminates. It not only looks natural, but the coffee is kept even fresher!



we made ↑ these great promotional bags



Close up of some of the yummy signature drinks



Judges: Ralph Jenner, Brent Fortune, Jessica Godfrey & Brydon Price



Grant speaking with MC & Coffee legend David Burton



Winner Hide concentrating.

April saw the final of the NZCRA Barista Championship events. It was an exciting event held in Mojo's stunning Wellington location; Shed 13. There was plenty of tension in the air, as there was so much talent to heat up the competition. Eight eager barista's took part including two Wellingtonian wild cards; Nick Clark from Flight Coffee and Aymon Mc Quade from Bell Tea and Coffee Company.

After a tough decision from the judges, both Nick and Aymon placed at 2nd & 3rd place respectively. Meanwhile the winning Barista was Hideyuki Kono from Crafted Coffee in Christchurch. Hide went to Bogota Colombia in early June for the World Barista Championship Finals, as the only New Zealand Representative. Where he ranked at 14 out of 53, which is an awesome result. Congratulations Hide!



Nick Clark, Aymon Mc Quade, Hideyuki Kono

Sherpac were Proud Sponsors of the 2011 Barista Championship



Packaging the Best



www.sherpac.co.nz  
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SPECIAL DEAL

ECO RANGE



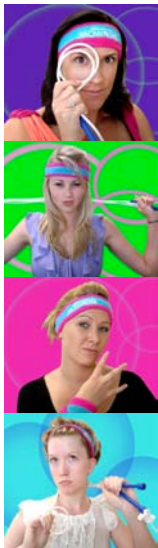
Get a Curtis bag with a personalised print for less than \$1\*

ORDER NOW!



\*\$1 includes cost of the bag & printing. Screenprinting set up fee of \$50 & artwork charges are not included.

Create your own today!



## Sherpac Skipaletto's

In March Michelle, Eryn, Frances and Sinéad joined forces to become the 'Sherpac Skipaletto's' as apart of the Heart Foundation's Skip Work programme. As it was 80's themed we dusted off the lycra and fluoro in a bid to help this great cause raise money, and lets be honest we had great fun skipping as well. Altogether between all the various teams that took part \$4,120.50 was raised, so well done to all the participants and a huge thank you to the supporters. Read more about this programme by visiting: <http://www.skipwork.co.nz/>



### LOGO WORK

Recently we designed the logo for 'Outrun Poverty,' a non profit organisation dedicated to fitness for a truly worthy cause. We think it's an ingenious idea and so we were more than happy to develop this logo for them. For anyone interested in taking part in their weekly running sessions on Monday nights in the One Tree Hill area of Auckland, please check them out on facebook; <http://www.facebook.com/pages/Out-Run-Poverty/127028640695790>



In April Grant visited our factories in Taiwan and Hong Kong, while there he was discussing product innovations and quality control.

He also attended the 'Sixth Hong Kong International Printing & Packaging Fair', he said that he saw some great exhibitors and plenty of exciting new ideas in the packaging industry!

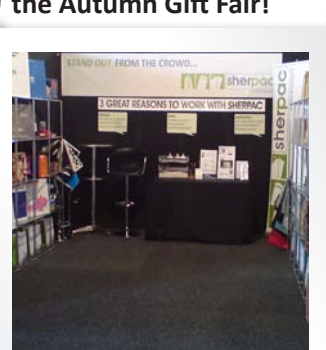


Our inhouse design team can make your logo more suitable for screenprinting. Talk to our Kelly or Hayden today!

Check out our stand from the Autumn Gift Fair!



Autumn Gift Fair  
ASB Showgrounds, Greenlane,  
Auckland. March 11'



Autumn Gift Fair  
ASB Showgrounds, Greenlane,  
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Autumn Gift Fair  
ASB Showgrounds, Greenlane,  
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### SCREENPRINTING

A few weeks ago we completed a screenprinting job for ENL. We think their design printed really well on our 'Haruru' standard range bags. Screenprinting allows you to brand a small quantity of bags and quickly as well! What makes it even better is the fact that the bags are printed right here in New Zealand.

[www.sherpac.co.nz](http://www.sherpac.co.nz)  
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